

To: The Trust for Public Land
From: TBWB Strategies
Date: June 30, 2017
Re: Ballot Measure Timeline for June and November 2018 – City of Fresno

Now through August 2017 / January 2018

- 1) Secure signature gathering firm
- 2) Prepare committee formation paperwork
- 3) Prepare initiative
- 4) Build initial coalition and supporters, designate measure proponents

September 2017 / February 2018

- 1) File initiative with City of Fresno / Notice of intention
- 2) Receive ballot title and summary from City Attorney (within 15 days of filing)
- 3) Public notification published
- 4) Press rollout of initiative, include initial community supporters
- 5) Prepare and print initiative petitions
- 6) Direct mail and/or social media rollout of the project to coincide with the signature drive hitting the streets

October-November 2017 / March-April 2018

- 1) Signature drive in the field (180 days to complete – file by mid-Dec or mid-May)
- 2) Potential additional advertising if necessary to increase exposure
- 3) Turn in signatures to City (press opportunity)

December 2017-Feb 2018 / May-July 2018

- 1) Campaign endorsement outreach meetings with neighborhood organizations, community groups, etc.
- 2) County certifies signatures and sends notification of certification to the city (30 business days to certify – about 45 days)
- 3) City Council can order a 9212 report (30 days to develop, 10 days to review)
- 4) City Council refers for election (at least 88 days before election)

March – June 2018 / August – November 2018

Campaign phase